



Curriculum Overview

Introduction and Orientation: The intent of Veterans Ventures Program is to provide you with knowledge on the basics of business ownership, provide the foundation for business planning and launch, and furnish the tools you need to start and run a successful business. The Introduction session is focused on getting to know each other and your business concepts.

Business Planning Overview and Value Proposition Feasibility: The fundamental reason any business exists is to take advantage of an opportunity to meet a customer need – this is the “value proposition”. Does your business concept solve a problem and create value for customers? In this session, you will learn to evaluate your opportunity by understanding who the customer is, what the customer needs, how you will meet that need, and asking the critical question; “whether they will pay for it”?

Market Feasibility: The market is the total description and number of people willing to purchase your solution. In this session you will learn how to identify your market, estimate it’s potential size, identify the competition and evaluate if your business is feasibility within this market. The goal is to ensure that enough people want your solution and evaluate the market dynamics that will allow you to build a durable, sustainable business.

Operations Feasibility: Operations include the mechanics of running your business. In these sessions you will focus on the customer experience your business will provide. This will include creating a marketing plan for your business, establishing your management structure, identifying your key assets and risks. You will also learn about the steps to start a new business, the business structure options you can choose from, how to navigate business operating issues and the key success factors that make businesses successful.

Financial Feasibility: Finance helps you know if you can make money from your business, achieve your business goals and help sustain the lifestyle you desire. In these sessions you will learn how to identify key performance indicators that help you manage your business to success. You will learn how to forecast these numbers and create basic financial statements. You will also learn about the standard financial statements like Profit and Loss, Cashflow and Balance Sheets and learn to evaluate how your business is doing and what you can do to improve it.

Business Plan: It is your guidebook for success; for day-to-day operations, as well as longer term planning. You will be writing chapters of the business plan through each of the above sessions. Throughout the course, you will gain confidence to formally present your business plan to the group and receive invaluable feedback for improvements. At the end, you will learn how to pull it all together into a compelling story that is accurate, complete, and credible. You will learn how to present it effectively and participate in a pitch competition to win prize money.

Speaker Series: In addition to the above, you will also hear from several expert speakers on a variety of business topics such as, “Key criteria of a successful loan application”, “How to network effectively to drive sales” etc.

Consultant Program: By the end of the program, you will have a business plan and know how to present it. You will also have a relationship with and the support of a consultant who has deeply evaluated your business and provided her/his feedback on how you can improve it and the tools you need to start and run a successful business.